ABOUT THE BLACK SWING VOTER SURVEY

• Total sample of N=1,215 African Americans, with an oversample of 593 under 30 years of age
• Sample drawn exclusively from 2020 battleground states:
  • The Rust Belt (Michigan, Pennsylvania, Wisconsin)
  • The Southeast Sun Belt (Florida, Georgia, North Carolina)
• Survey conducted online
• The sample was randomly drawn from large, representative, opt-in survey panels online
• The sample is weighted to the Black/African American population of adults in each state, and by gender, age, and education
• The survey was collected by the African American Research Collaborative
• Field Dates: July 1 to July 9, 2020
• Margin of Error: ± 2.8% (full sample); ± 5% (under 30) 6.9% (within states); ± 8% (under 30 vote choice question)
OVERVIEW

• Vote Choice / The Candidates
• Motivation to Vote
• Attitudes toward the Parties
• Attitudes toward the Political System, Elected Officials, Police, and the Criminal Justice System
GO HOME BIGOT!

November is Coming

I believe women and I vote

Today! United citizens are in Trump's cages
BIDEN v. TRUMP

All respondents

- Biden: 66%
- Trump: 7%
- Not sure: 10%
- Will not vote: 11%
- Someone else: 6%
BIDEN v. TRUMP

18-29

- Trump 8%
- Someone else 12%
- Will not vote 21%
- Biden 47%
- Not sure 12%

30-59

- Trump 7%
- Someone else 4%
- Will not vote 8%
- Biden 70%
- Not sure 11%

60+

- Someone else 3%
- Trump 4%
- Not sure 2%
- Will not vote 5%
- Biden 86%
BIDEN’S VP PICK

Percentage of respondents who say they will vote for former Vice President Joe Biden, if he picks a Black woman as his running mate. Total figure boosted by some who said initially they didn’t plan to vote for him.
TRUMP EVALUATIONS

When it comes to your view of President Donald Trump, please indicate whether you believe the following statements are true or false? (% Total Agree)

<table>
<thead>
<tr>
<th>Statement</th>
<th>18-29</th>
<th>60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>He is racist</td>
<td>79%</td>
<td>90%</td>
</tr>
<tr>
<td>He is incompetent</td>
<td>74%</td>
<td>90%</td>
</tr>
<tr>
<td>I disagree with most of his policies</td>
<td>73%</td>
<td>87%</td>
</tr>
<tr>
<td>He has not done a bad job overall</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>I like his strength &amp; defiance</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>He is doing a good job</td>
<td>22%</td>
<td></td>
</tr>
</tbody>
</table>

Black Swing Voter Project
WHEN THINKING ABOUT PRESIDENT TRUMP, WHAT ONE OR TWO WORDS COME TO MIND? (Full Sample)
WHEN THINKING ABOUT PRESIDENT TRUMP, WHAT ONE OR TWO WORDS COME TO MIND? (18-29)
WHEN THINKING ABOUT VICE-PRESIDENT JOE BIDEN, WHAT ONE OR TWO WORDS COME TO MIND? (Full Sample)
When thinking about Vice-President Joe Biden, what one or two words come to mind? (18-29)
IN THEIR OWN WORDS:
YOUNG BLACK AMERICANS DESCRIBE TRUMP & BIDEN

TRUMP

- Neutral 5%
- Unambigiously positive 5%
- Negative 90%

BIDEN

- Unambigiously positive 46%
- Neutral 23%
- Negative 31%

Black Swing Voter Project 13
CERTAINTY OF VOTING

Thinking ahead to the November election, how motivated are you to vote?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Will Definitely Vote</th>
<th>Will Probably Vote</th>
<th>Chances Are 50-50</th>
<th>Will Probably Not Vote</th>
<th>Will Definitely Not Vote</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 29</td>
<td>29%</td>
<td>17%</td>
<td>23%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>30 - 44</td>
<td>52%</td>
<td>15%</td>
<td>17%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>45 - 59</td>
<td>72%</td>
<td>7%</td>
<td>9%</td>
<td>2%</td>
<td>9%</td>
</tr>
<tr>
<td>60 +</td>
<td>78%</td>
<td>5%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Legend:
- ■ I will definitely vote
- ■ I will probably vote
- ■ Chances are 50-50 that I will vote
- ■ I will probably not vote
- ■ I will definitely not vote
PERCENTAGE WHO AGREE WITH EACH OF THE STATEMENTS ABOUT VOTING (18-29)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will vote to support the African American community</td>
<td>79%</td>
</tr>
<tr>
<td>I am passionate about certain issues</td>
<td>76%</td>
</tr>
<tr>
<td>I want to get rid of Donald Trump</td>
<td>75%</td>
</tr>
<tr>
<td>It is my duty</td>
<td>70%</td>
</tr>
</tbody>
</table>
How Welcoming Are Political Parties?

Percentage of respondents who believe the Democratic and Republican parties are welcoming to African Americans.
WHOM DO YOU TRUST?

Percentage of respondents who trust Democrats and Republicans in Congress to do what is best for the Black community

<table>
<thead>
<tr>
<th>Party in Congress</th>
<th>18-29</th>
<th>60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrats in Congress</td>
<td>44%</td>
<td>73%</td>
</tr>
<tr>
<td>Republicans in Congress</td>
<td>29%</td>
<td>8%</td>
</tr>
</tbody>
</table>
ELECTED OFFICIALS, THE POLICE, & THE CRIMINAL JUSTICE SYSTEM
WHO WILL LOOK OUT FOR YOU?

How much do you believe each of the following will look out for you in uncertain or difficult economic times? *(Mean score, full sample, on a 10-point scale)*

<table>
<thead>
<tr>
<th>Entity</th>
<th>18-29</th>
<th>60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>The federal government in Washington</td>
<td>4.49</td>
<td>3.97</td>
</tr>
<tr>
<td>My local government</td>
<td>5.04</td>
<td>5.85</td>
</tr>
<tr>
<td>Community institutions like a church or nonprofit</td>
<td>5.55</td>
<td>6.99</td>
</tr>
<tr>
<td>Local businesses</td>
<td>5.42</td>
<td>5.06</td>
</tr>
</tbody>
</table>
DO ELECTED LEADERS IN WASHINGTON LOOK OUT FOR PEOPLE LIKE ME?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>60+</td>
<td>17%</td>
<td>33%</td>
</tr>
<tr>
<td>30-59</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
DO ELECTED LEADERS IN WASHINGTON LOOK OUT FOR THE WEALTHY AND WELL-CONNECTED?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Agree 85%</th>
<th>Agree 86%</th>
<th>Agree 97%</th>
</tr>
</thead>
<tbody>
<tr>
<td>60+</td>
<td>85%</td>
<td></td>
<td>97%</td>
</tr>
<tr>
<td>30-59</td>
<td></td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
WHO ARE EFFECTIVE CHANGE AGENTS?

Let's say you wanted to change something in your city or local community, such as addressing police brutality or police practices that concern you. How effective do you think the following are in making sure that change takes place?

<table>
<thead>
<tr>
<th>Group</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Lives Matter</td>
<td>7.07</td>
</tr>
<tr>
<td>Black elected officials</td>
<td>6.56</td>
</tr>
<tr>
<td>Protestors</td>
<td>6.28</td>
</tr>
<tr>
<td>Educators</td>
<td>5.97</td>
</tr>
<tr>
<td>Business leaders</td>
<td>5.80</td>
</tr>
<tr>
<td>Journalists</td>
<td>5.59</td>
</tr>
<tr>
<td>Elected officials</td>
<td>5.44</td>
</tr>
<tr>
<td>Clergy/religious leaders</td>
<td>5.37</td>
</tr>
<tr>
<td>Grassroots activists</td>
<td>5.21</td>
</tr>
<tr>
<td>Grassroots organizations</td>
<td>5.18</td>
</tr>
</tbody>
</table>

*Mean score, 18-29 sample, On 10-point scale 1=Not at all effective; 10=Highly effective*
EXPERIENCES WITH THE POLICE

Do you fear that the police may harm you or people that you care about?

![Bar graph showing fear of police among different age groups.]

- 60+:
  - Yellow bar: 70
- 30-59:
  - Orange bar: 71
- 18-29:
  - Black bar: 80
IS JUSTICE BLIND?

Some people say that the criminal justice system is generally fair to all people without regard to race, while others say that there is systemic racism in the criminal justice system such that Black/African American people are often treated unfairly.
WHEN THINKING ABOUT BLACK LIVES MATTER, WHAT ONE OR TWO WORDS COME TO MIND?
ACKNOWLEDGEMENTS

Many thanks to our generous sponsors for providing invaluable resources for this study.

Sine Institute of Policy & Politics

Center for Congressional and Presidential Studies
School of Public Affairs

School of Communication
American University • Washington, DC

The Hub Project

African American Research Collaborative
Understanding and Communicating Black Political Action
ACKNOWLEDGEMENTS

Thanks to the individuals who provided important contributions to this project:

- Henry Fernandez  
  African American Research Collaborative
- Ray Block  
  Penn State University
- Amy Dacey  
  Sine Institute of Policy & Politics
- Jan Leighley  
  American University
- Dan Myers  
  American University
- Cathy Cohen  
  University of Chicago
- Marcus Johnson  
  American University
- La’Nasa Clarkson  
  American University
- Isaiah Bailey  
  The Hub Project
- Stasha Rhodes  
  The Hub Project
- Bryan Bennett  
  The Hub Project
- Angela Hanks  
  Groundwork Collaborative
- Max Steinhorn  
  Quadrant Strategies
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